

PRODUCT ORDERING SYSTEM**ABSTRACT**

5 A method and implementing TV system are provided in which, software products, which may be associated with a TV commercial being played, are presented to viewers in connection with the related commercial. In an exemplary embodiment, a menu screen is presented and viewers are
10 enabled to select a "purchase" option associated with a software product. The software product may be downloaded, after purchase, in the "background" to the purchaser while the purchaser views the next segment of a TV program, or the software may be downloaded to the viewer's set prior to the
15 presentation of the commercial for faster delivery and subject to later deletion if the software is not ordered by the viewer within a given time period associated with the presentation of the commercial.